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Advertising Age

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Saatchi floats new print plan

By Scott Donaton and Jon Lafayette

NEW YORK—Saatchi & Saatchi Advertising is pursuing the radical concept that magazines should give agency-wide discounts spread across all its clients, regardless of their volume.

So far, publishers have unanimously rejected the idea.

The Saatchi idea would mark a change in U.S. media buying, where clout wielded in agency/media negotiations traditionally comes from individual clients.

In Europe, media is largely bought on a commodity basis, giving the agencies with the biggest volume the best prices. Agencies and buying services there command volume discounts, buy media in bulk and broker out time and space to clients.

Saatchi became interested in exploring its idea after Heinrich Bauer North America, publisher of *First for Women* and *Woman's World*, recently offered agencies discounts for those magazines, industry sources say.

"[Saatchi] approached us recently and I know they've approached other publishers, but to the best of my knowledge, everybody told them no."

"[Saatchi] approached us recently and I know they've approached other publishers, but to the best of my knowledge, everybody told them no," said one publisher who asked not to be identified.

"They're [Saatchi] asking about it," said John Beni, publisher of The New York Times Co. Magazine Group's *McCall's*. "They don't call it an agency discount when they come in, but that's where they're ending up."

Mr. Beni and others said Saatchi broached the subject during recent meetings with publishers in which the agency discussed its plans to set up a print negotiating team similar to those already in place at Grey Advertising and Young & Rubicam.

Saatchi's team, now being formed, will be led by Ira Weinblatt, senior associate media director.

The print teams are designed to negotiate the best possible deals for individual clients, not agency-wide discounts.

Saatchi executives denied the

(Continued on Page 48)

Ad budgets pinched in belt-tightening

Advertisers reduce planned increases

n Advertising Age roundup

The 1990 ad spending plans of a umber of major advertisers are doubt, just one month into the ew year.

Many advertiser, agency and edia executives are girding for naller increases in ad spending an the 6%-10% increases preously expected (AA, Dec. 18).

Budgets in such important catgories as beer and computers ave joined those in the automoe category as ripe for cutting, urces say.

"There is little question that the erall spending numbers are now oing to be less this year than en [what was forecast] as reently as six weeks ago," said ary Stibel, principal of New Enand Consulting Group.

Operating and overhead costs are increasing more than expected, and marketers are looking at cost containment, he said, adding, "Advertising is one of very few flexible [costs]."

Mr. Stibel said the range of ad spending increases among categories could be 3% for automotive advertisers and 8% for over-the-counter drugs.

"We're seeing a marginal increase in ad spending," said Michael Drexler, media director at Bozell, New York. "It won't be much more than 6% or 7%, and it could be less depending on how the economy shakes out."

Some sources are saying "adjustments" in spending aren't limited to any particular category but have been made across the board.

"The networks sold something like 90% of their inventory upfront, but with people exercising options to cut back upfront buys, now it's about 75% to 85% sold, and we don't see any new money coming in, at least not from our clients," said an agency executive who asked not to be identified.

"The networks are making deals now because they are concerned the market might be heading south in the second quarter," he said.

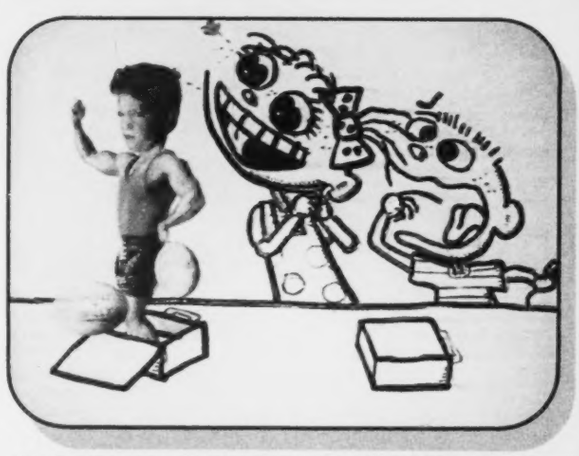
"We are seeing cutbacks higher than we would have liked to see," said a network media buyer who asked not to be identified.

The latest spending changes, if not cutbacks, are coming from Anheuser-Busch, which last year spent about $340 million on measured media with about $325 million supporting its beer brands. Last month, General Motors Corp.

(Continued on Page 46)

HOT STUFF

Oscar Mayer's Wienermobile makes an appearance in a new network spot breaking today. The spot ends with a voice-over saying, "Do you remember when . . . you wanted to be an Oscar Mayer wiener?" J. Walter Thompson USA, Chicago, handles.



The American Egg Board today starts a $3.6 million effort aimed at kids ages 2 to 11. Kids in the spots discuss "all sorts of neat stuff" about eggs. Campbell-Mithun-Esty, Chicago, handles.

LAST MINUTE NEWS

Paramount goes to O&M

HOLLYWOOD, Calif.—Paramount Pictures Corp. hired Ogilvy & Mather, Los Angeles, to handle its $60 million-to-$70 million media-buying account, previously at D'Arcy Masius Benton & Bowles, Los Angeles. The review came at the direction of Arthur Cohen, Paramount's president of worldwide marketing, who came to the studio from Revlon in November.

Coaches vie for Slim-Fast

NEW YORK—Thompson Medical is staging a Slim-Fast weight loss contest among six National Football League coaches, three from the NFC and three from the AFC. A charity will get donations for each pound lost. The coaches will be filmed today at a news conference for "before" photos. An "after" commercial is planned for late summer near the beginning of football season. Grey Advertising handles.

Ariz. may tax print ads

PHOENIX, Ariz.—A proposal to tax print advertising is headed for the Arizona Senate Finance Committee this week. The committee is facing a projected $225 million state deficit. The measure, sponsored by Sen. Patricia Wright (R., Glendale), would remove print advertising's exemption from the state's 5% sales tax. Jim Milner, an assistant research analyst with the House Commerce, Labor, Insurance & Banking Committee, said the measure

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INSIDE

New and improved ..... **P. 3**
P&G eyes the future with new superconcentrated Tide.

Direct access ..... **P. 6**
Porsche launches an extremely personal direct-marketing program.

Show time ..... **P. 20**
Disney cranks up marketing to build interest in the new "Dick Tracy" film.

Heat's on Stouffer

Kraft rolls out 'blue box' entrees

By Julie Liesse

Kraft General Foods Group is ainting a bull's-eye on Stouffer oods Corp.'s frozen entrees.

Kraft General Foods is rolling ational with its Kraft "blue box" rozen entrees just as Stouffer, hose "red box" entrees are the raditional leader in the $3.2 illion market, finds itself vulnerble.

Stouffer has been experiencing ales and market share declines nd has just racked up one new-roduct failure—Irrezestibles.

Kraft's TV spots, which broke n some lead markets late last nonth, directly pit the Kraft enrees against Stouffer's red box ne, comparing the quality of ingredients in similar dishes.

The spots end with a tongue-in-cheek question: "Both come in a box; ours is blue, theirs is red. Which do you prefer?"

Foote, Cone & Belding, Chicago, handles, and free standing inserts will support. Kraft is putting an estimated $10 million to $15 million in advertising behind the national launch.

Stouffer President David Jennings doesn't like the Kraft ads.

"I think it's irresponsible for a major marketer to enter the business by taking potshots at us," he said. "Why not try and increase the size of the total business?"

Kraft doesn't see it that way.

"Stouffer remains the leading brand in the frozen entree category; they're a natural point of reference," said Len Lyberger, director of marketing-new products for Kraft General Foods' All American Gourmet/Birds-Eye Division.

Kraft first tested the entrees in 1988 as a six-item line and last year expanded the line to 12 items and moved it into 20% of the country.

For the national rollout, some items have been reformulated and four more have been added, Mr. Lyberger said.

The traditional-style entrees include macaroni & cheese, salisbury steak and lasagna.

The Kraft spots are starting at nearly the same time as Geo. A.

(Continued on Page 46)

Chrysler shifts buying

By Patricia Strnad and Gary Levin

Chrysler Motors has shifted an stimated $60 million in media-uying assignments among its hree major agencies.

Campbell-Mithun-Esty, which andles the Jeep/Eagle division, ained the most new business, inning responsibility for prime-me network TV buys for corpo-ate ads and all of the auto-aker's brands: Chrysler, Ply-outh, Dodge, Jeep and Eagle.

CME, Southfield, Mich., pre-iously handled network prime-me and cable buying for Jeep nd Eagle only.

Bozell, Birmingham, which al-eady buys print, sports and CBS' 60 Minutes" for all Chrysler rands, keeps that and adds cable uying for all brands. It loses net-ork prime time for Chrysler cor-orate and Chrysler/Plymouth.

The agency continues to handle reative for corporate advertising nd Chrysler/Plymouth.

BBDO Worldwide, Detroit, had been responsible for buying prime time and cable for Dodge but lost both those assignments in the reshuffling. BBDO will be responsible for the "Chrysler Showcase" TV specials and another, undisclosed series of specials for Chrysler, said Arthur Kesteloot, Chrysler manager of advertising and media relations.

"We're trying to focus the way we're doing business and streamline a number of different disciplines to gain cost-efficiencies."

CME, Bozell and BBDO will continue to place spot TV and network and spot radio for the brands each handles creatively. The media shifts take effect March 1.

Agencies' compensation won't change immediately and probably won't change much when Chrysler renegotiates agency contracts, a Chrysler agency source said.

The shifts represent the first major changes in the way Chrysler buys media since Mr. Kesteloot was named to his new post (AA, Dec. 11). It marks the first time Chrysler has relied on a central media coordinator for all three divisions.

It's also part of Chrysler's goal of cutting fixed costs by $1 billion. Mr. Kesteloot's job is to get Chrysler the most bang for its estimated $400 million media budget.

"We're trying to focus the way we're doing business and streamline a number of different disciplines to gain cost-efficiencies in media," Mr. Kesteloot said.

He declined to say how much additional business each agency is gaining.

Chrysler last year spent some $130 million in network TV advertising; $52 million in spot and syndicated TV; $13 million in network radio; and $11 million in cable TV, based on the first nine months of the year as reported by LNA/Arbitron Multi-Media Service. It also spent about $149 million in print. □

Riney joins Cont'l review

By Jennifer Lawrence and Gary Levin

HOUSTON—Hal Riney & Part-ers has popped up as a surprise ontender for Continental Air-nes' estimated $40 million-to-50 million account.

The Texas Air Corp. subsidiary ast week invited San Francisco-ased Riney, and New York agen-ies Lintas:New York, TBWA and Vells, Rich, Greene to participate n the review.

James O'Donnell, Continental se-ior VP-marketing, confirmed those nops had agreed to pitch the busi-ess, but he added the list wouldn't e completed until this week.

Ten days ago, the nation's fifth-argest carrier abruptly fired N W yer, which won the account in 986 from Scali, McCabe, Sloves.

Scali is still thought to be a ontender based on the agency's 0-year relationship with the air-ne. Scali executives couldn't be eached for comment.

The decision to include Riney ay signal the airline's determination to upgrade Continental's image. The airline's senior executives are said to like Riney's work—particularly the agency's success with E&J Gallo Winery.

More recently, it developed a well-received image campaign for traditionally price-oriented Alamo Rent-A-Car, a similar marketing challenge to what Continental faces.

Unlike Lintas and WRG, though, Riney has no airline experience. That may not be a critical factor since TBWA is on the list, and sources say other prospects are without an airline background.

Lintas handles Eastern Airlines, another Texas Air unit. Sources say serving both carriers wouldn't pose a conflict. John Nelson, Continental exec VP-marketing, is a former Eastern marketing executive and had close ties to Lintas.

Wells, Rich, Greene most recently handled Pan American World Airways' account before losing the business last year.

New York-based J. Walter Thompson USA, a finalist in the 1986 review, last week started talks with Continental but wasn't formally invited to participate. Sources say the potential conflict with Mexicana Airlines, handled by JWT in Los Angeles, soured the talks.

Ogilvy & Mather, New York, also initiated some "high-level discussions" with Continental but didn't receive a formal invitation, an O&M source said.

"We could be there if we wanted to," the source said, adding that the agency is leery of the airline's stability and Chairman Frank Lorenzo's mercurial nature.

But Continental had a different explanation, citing a potential conflict with O&M's labor union clients in its Washington office. Organized labor has mounted a campaign against Mr. Lorenzo because it says he busted the unions at Continental.

Agencies will make their presentations in about a month with a decision expected almost immediately thereafter. □

Alice Z. Cuneo in San Francisco contributed to this story.

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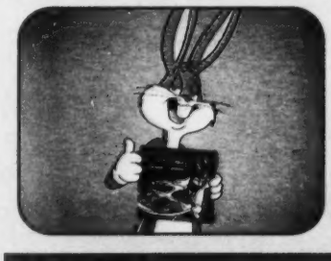

Tyson's grand entry into kids TV dinners with spokesman Bugs Bunny and his cartoon pals for Looney Tunes Meals overwhelms ConAgra's effort for new Banquet Kid Cuisine.

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SPECIAL REPORT

The College Market

Edited by Anita M. Busch

More than MTV S-4
What media hold student interest.

Going direct S-6
Clever positioning works for J. Crew.

AT&T has students' number S-7
Testimonials have desired effect.

Sexier the better, student body says

Absolut, Calvin Klein pace a group of advertising that sizzles in annual Ad Age survey of college students

By Anita M. Busch

Nothing catches the eyes of college students better than the naked truth . . . and Calvin Klein knows it.

Calvin Klein Industries' advertising clearly dominates college students' list of favorite print ads, according to the second annual *Advertising Age* college survey, which polled 884 students from November through January. Three of students' 10 favorite print ads were for Calvin Klein products, including No. 2 Obsession, which students ranked as both their favorite and most representative of their age group in last year's survey.

"Sexy ads always do well on the college level," says Joe Venaglia, president of College Market Consultants. "They grab [the students'] attention on two levels. The conscious level as a consumer and on a [subconscious] level as well.

"There is evolution of sex in advertising," he says. "[Students] are in a questioning environment, so it's only natural they follow the trend."

However, on top this year in the print category is TBWA's Absolut vodka print campaign, which garnered 12.9% of the votes. Several Absolut ads were mentioned, but "Absolut Wonderland," which featured fake snow falling in liquid encased in a shell, received the most votes.

For the second consecutive year, college students ranked the Levi's 501 campaign as the most representative print and TV ad campaigns of their age group.

TV spots for Levi's 501 were the clear winner, leaving second-place Nike 12 percentage points behind.

"One of the reasons the ads work is because they reflect exactly who our target audience is, and they don't portray them as something more than they are," says Alan Jewett, senior VP-group management supervisor at agency Foote, Cone & Belding, San Francisco. "Kids see right through that [type of advertising]."

Larry Ruff, senior ad manager of the company's men's jeans division, agrees.

"I think the key thing is that the advertising depicts the target in a very realistic and relevant way. The '501 USA' campaign is an evolution of the '501 Blues' campaign. . . . Our ongoing tracking research shows that our target market—15-to-24-year-olds—like this type of advertising. It continues to enhance and build our image with this critical target group."

Eric Weil, president, Strategic Marketing Communications, claims his research bears out the single element critical to reaching the student market: "the tone of the message." □

TBWA's long-running Absolut print campaign is the biggest hit on campus.

Runners Jeff Atkinson and Colette Goudreau-Murphy show off Nike apparel.

Obsession remained a favorite of the student body, heading the Calvin Klein trio.

Collegians' love for Levi's continues with the "501 USA" campaign.

Absolut creativity, absolutely Calvin

Favorite print ads

Spot	% of responses
1. Absolut Vodka	12.9 %
2. Calvin Klein's Obsession	10.1
3. Nike	5.5
4. Calvin Klein's Eternity	2.2
5. Budweiser	2.0
6. Calvin Klein Jeans	1.8
Guess Jeans	1.8
8. Maxell tapes	1.7
J&B Scotch	1.7
10. Benetton	1.5

Source: Advertising Age

Levi, Nike know students

What ad best represents your age group?

TV spot	% of responses
1. Levi's 501	21.7 %
2. Nike	9.0
3. Mountain Dew	6.7
4. Pepsi	6.4
5. Bud Light	4.1
6. Coca-Cola	2.9
Budweiser	2.9
Coors Light	2.9
9. Miller Lite	2.4
10. Coors	1.7

Print ad	% of responses
1. Levi's 501	10.3 %
2. Nike	8.0
3. AT&T (college-oriented)	5.1
4. Benetton	4.5
5. Budweiser	4.2
6. Guess Jeans	3.5
7. Coors Light	3.2
Espirit	3.2
9. Calvin Klein's Obsession	2.9
Lee Jeans	2.9

Source: Advertising Age Ad Age Graphic: Holly Seguine

About the survey

Advertising Age's *second annual College Marketing Study surveyed 884 undergraduates in advertising, communications, journalism and marketing classes at 15 universities across the country. The questionnaires were distributed and collected by professors at participating universities.*

Mark Anderson

PEOPLE TO WATCH

Michael Carr is working to write a new punchline for the tale of the once uproarious upstart, *National Lampoon*.

Since signing on as publisher in November, Mr. Carr, former senior VP and advertising director at *Playboy*, is spearheading a campaign that he hopes will corral the college and young adult market as no other publication has since the *National Lampoon* of the 1970s and early 1980s.

"Millions of dollars" will go to promotions designed to revive the publication's image as "the thing you have to read to be hip in college," says Mr. Carr.

He currently is orchestrating the magazine's return to spring break after a six-year absence as one part of a campaign to reintroduce *National Lampoon* to college students.

He envisions aggressive sponsorships of humor-writing contests, campus events, trips and comedy shows, and involvement in illiteracy and environmental protection efforts.

Mr. Carr also will add 10 people to a staff of 20; recruit humor writers of the caliber the magazine was known for in its heyday, when it launched such cut-ups as Harold Ramis and P.J. O'Rourke; and add reader-service sections covering comedy in movies, TV and clubs.

"In the college market, if it's hip and happening, you'll see *National Lampoon* involved," vows Mr. Carr.

"If we're going to be a natural authority," he says, "I have to tell you what is funny, where the good clubs are.

"The college readers are active. They aren't just going to *read* funny things; they want to know where to go for their funny diversions." □

—Dennis Rodkin

Be sure to leave 'em laughing

Collegians smile as they follow the exploits of the pink bunny

By Janice Steinberg

That advertising phenom, the Energizer bunny, has scored again . . . this time with notoriously hard-to-reach college students.

In the second annual *Advertising Age* survey of college students nationwide, an overwhelming number of the 884 respondents named Chiat/Day/-Mojo's spots featuring the pink bunny as their favorite television spot.

With wit, parody and sometimes pure silliness marking almost all of the students' top-rated ads, humor appears to be hotter than ever on college campuses.

More than that, say college market observers, students have gotten more sophisticated about the kinds of things that will make them laugh.

"Twenty years ago, there was much more of an underground society and it was a lot easier to have shock in your humor, sight gags, slapstick," says Michael Carr, publisher of *National Lampoon*. "Today humor needs to be much more witty and smart . . . We're in a much more turbocharged society. Sophomoric humor isn't as effective today."

Although its bunny ads were not targeted to students, Eveready is a big spender on the college market. It ranked fifth in 1988-89 with expenditures of more than $1 million spent on media advertising and promotion, according to Strategic Marketing Communications.

The ads contain the kind of humor stu-

Make it or break it?

Concerns over spring break impact

By Eileen Norris

Spring break marketers are cleaning up their act and taking it on the road.

Industry insiders say the approach a company uses during spring break may make the difference in making an impact or being washed up on Daytona Beach.

"What you're seeing in Daytona is a restructuring of spring break. Everyone is happier because it's cleaned up," says Michael Hogan, exec VP of Alan Weston Communications, an entertainment marketing company.

For instance, Plymouth offered vacationers a chance to win one of its new sports cars if they signed a pledge card not to drink and drive. The company also offered kids free lifts back to their hotels if they weren't sober enough to drive.

Last year, Weston touted Columbia's "Ghostbusters II" movie on the side of a building with cartoons.

"The kids like our approach because it's low-key and non-intrusive. Blatant commercialism doesn't work. Kids are too smart to be pounced on by advertisers," says Richard Tarzian, president of Inter-Collegiate Communications, a college marketing company.

Mr. Tarzian says he expects 600,000 spring breakers at Daytona alone. The average student, he estimates, spends $250, which translates into spending on the order of $150 million.

However, those who eschew the scene say the atmosphere at Daytona is not conducive to making a long-lasting impression on the college student.

"The students' minds are on fun and games," says Martin Levine, president of MarketSource Corp., a target marketing company.

"The atmosphere is such that the advertiser gives and the students take, which really isn't conducive to the professionalism many advertisers would like to see."

MarketSource instead promotes what it calls Campus Fest, an on-campus marketing festival held in the fall at 50 universities in which advertisers display their wares and offer samples under tents near college bookstores.

Because product availability is as important as the front-end advertising or sampling, Campus Fest guarantees distribution at the college store, he says.

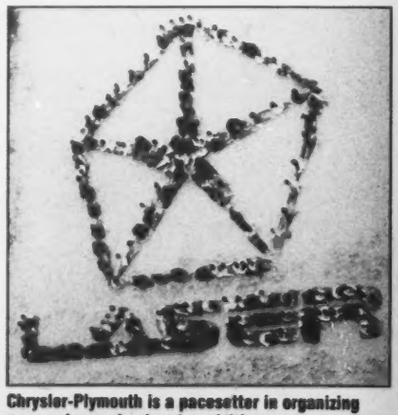
Mr. Levine says part of the problem with spring break is that it doesn't guarantee product placement at the point-of-purchase.

"Spring break is limited in sampling and exposing your product to a select group of college students rather than the true cross-section that advertisers want to reach," he says.

Mr. Tarzian contends spring break promotions—or any college-oriented event—should be just one element of a broader college marketing plan.

"We schedule 20-hour-day programs filled with events [at spring break]. Our business with Chrysler goes on 12 months a year with on-campus support," he says.

For example, InterCollegiate gives away 21 million college folders carrying spring break sponsors' messages at the beginning of every school year.



Chrysler-Plymouth is a pacesetter in organizing more sober spring break activities.

Popularity of bunny multiplies

Favorite TV spots

Spot	% of responses
1. Energizer (bunny)	19.6 %
2. Nike	7.7
3. Miller Lite	3.6
4. Bud Light	3.3
5. Pepsi-Cola	2.7
Coca-Cola	2.7
7. Isuzu (Joe Isuzu)	2.4
8. Levi's 501	2.1
DuPont Stainmaster	2.1
9. Friskies Kitten Chow	1.6
Butterfinger	1.6

Source: Advertising Age
Ad Age graphic: Holly Seguine

dents love. "There's parody involved in terms of poking fun at some classical forms of advertising," says Bob Kuperman, president of Chiat/Day/Mojo's Los Angeles office.

Joe Venaglia, president of College Market Consultants, warns that not every product is right for spring break exposure. "It must be a fun product that is right for that audience. And you can't sell anything on the pool deck or the beach."

Mr. Tarzian recalls visiting a Daytona hotel where a promotion was being staged last year only to hear 3,000 kids, apparently tired

There's no place like home

Top five spring break locations

Location	% of responses
1. Home	33.3%
2. Florida	17.0
3. None	9.4
4. California	5.0
5. Colorado	4.7

Source: Advertising Age

of an advertiser's pitch, chant: "Promo. Promo. Promo."

"We won't even allow *Playboy* to hand out subscription blanks unless it's under the door to the rooms where we know the men are staying," he says. "We don't want to offend the female guests, which account for 50% of our crowd."

For example, he's warned *Penthouse*, part of InterCollegiate's Spring Break Promotion this March, that it must produce a "clean program" if it wants to sponsor a contest.

Mr. Tarzian says the amount of positive press generated last year by Chrysler-Plymouth pushing responsible drinking is easy to document.

"The advertising dollars Chrysler spent were received back four times over in public relations," he says, noting favorable press reports on "CBS Evening News," "Inside Edition" and Cable News Network. □

Eileen Norris is a free-lance writer based in Chicago.

"That kind of humor may traditionally have been associated with colleges or *National Lampoon* or 'Saturday Night Live,' the idea of poking fun at existing symbols," he says.

Similarly, Miller Lite, whose commercials ranked No. 3 among students' favorite spots in the *Advertising Age* survey, uses a type of humor the company felt would be effective with its demographic of minimum drinking age to 35-year-old consumers, says Dave Fogelson, PR manager for the Miller Lite brand.

"The celebrities [in the campaign] are selected for their appeal to that age group," he says. "To get the joke or sense of humor of the commercials, [viewers] really need to be familiar with who people [such as Dan Dierdorf, Randy White and Joe Klecko] are."

Few can resist the shower scene in "Alarm."

According to SMC, Miller Brewing Co. ranked as the No. 31 college spender with a budget of more than $245,000 on college media and promotions during the last school year.

When it comes to collegiate humor, advertisers need to be careful, says Joe Venaglia, president of College Market Consultants. "Last year Miller tried some humor in a newspaper insert to promote spring break: '4 Surefire Ways to Scam Babes,' " he says.

"It boomeranged. It incensed women. A manufacturer utilizing humor has to be certain that the marketing services organization they're using is very aware of the mood and attitude on the campuses." □

Janice Steinberg is a free-lance writer based in San Diego, Calif.

Sole Sponsorship

(because sometimes it's nice to be alone)

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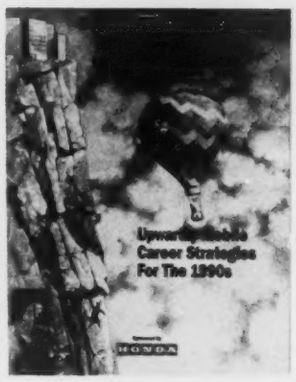

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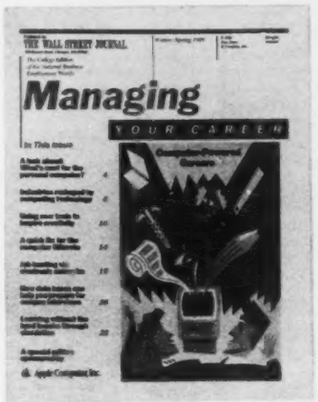

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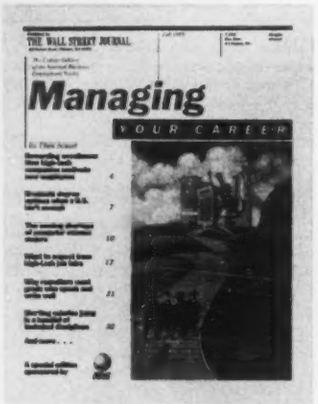

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What media hold student interest

College free time isn't 'all' MTV

Required reading

Top 10 favorite magazines (by ranking)*

Magazine	Points
1. Cosmopolitan	424
2. Sports Illustrated	399
3. Time	325
4. Rolling Stone	317
5. Glamour	315
6. Vogue	261
7. Newsweek	199
8. People Weekly	190
9. Mademoiselle	174
10. Elle	168

*Note: Students were asked to list their three favorite magazines in descending order. First place mentions received three points; second, two points; third, one point.
Source: Advertising Age

***Cosmopolitan, Sports Illustrated* and *Time* were the favorites of students in the *Ad Age* student survey.**

Wired for sound

Top five most-recalled radio ads

Ad	% of responses
1. RAB radio awareness	6.8%
2. Motel 6	6.5
3. Bud Light	3.3
4. Nutri-system	3.1
5. Coca-Cola	2.7

Source: Advertising Age

They want their MTV

Top 10 cable networks (by ranking)*

Network	Points
1. MTV	614
2. ESPN	350
3. HBO	343
4. CNN	240
5. Showtime	78
6. Nick at Nite	74
7. Cinemax	58
8. Discovery	46
9. VH-1	45
10. TBS	42

*Note: Students were asked to list their three favorite cable networks in descending order. First place mentions received three points; second, two points; third, one point.
Source: Advertising Age
Ad Age Graphic: Holly Seguine

Media use

Medium	Average time spent per day: Hrs./day	Is that more or less time than spent in high school? More	Less	Same
1. Radio	2.21	55.0%	32.5%	7.9%
2. Network TV	1.57	67.2	26.1	1.8
3. Cable TV	.98	52.7	31.4	4.4
4. Newspapers	.81	36.4	48.4	6.7
5. Magazines	.67	48.5	36.2	6.2

Source: Advertising Age **Ad Age Graphic:** Holly Seguine

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'Me-first' mode takes a beating

Greed is *not* good—at least not to most college students.

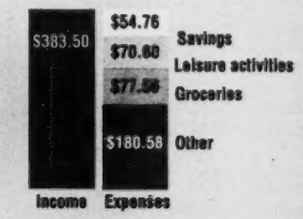
In a national study of 1,200 college students at 30 campuses across the country conducted last February by researcher CollegeTrack, a surprisingly high percentage agree there are more important things in life than getting ahead in business and making money.

Of those undergraduates surveyed, 87% agreed that "acting

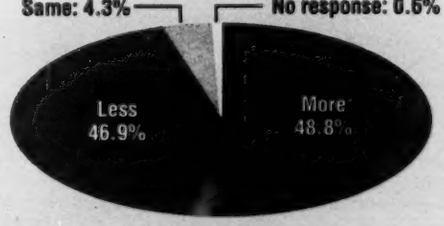
Collegiate profile

Are you employed?

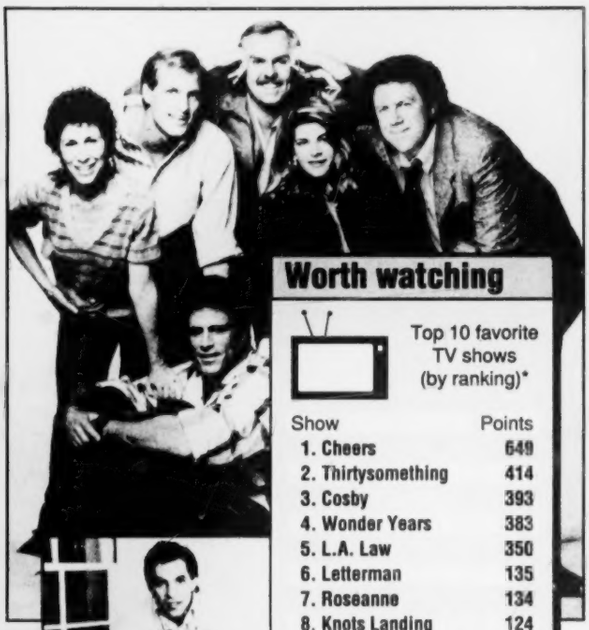
Average monthly budget



Do you have more or less money to spend on leisure activities than you did in high school?



Source: Advertising Age **Ad Age Graphic:** Holly Seguine



Worth watching

Top 10 favorite TV shows (by ranking)*

Show	Points
1. Cheers	649
2. Thirtysomething	414
3. Cosby	393
4. Wonder Years	383
5. L.A. Law	350
6. Letterman	135
7. Roseanne	134
8. Knots Landing	124
9. Football telecasts	103
10. Married with Children	103

*Note: Students were asked to list their three favorite TV shows in descending order. First place mentions received three points; second, two points; third, one point.
Source: Advertising Age

Comedies like "Cheers" and the ensemble "thirtysomething" fill student TV viewing time, according to the survey.

ethically is more important than getting ahead in business"; 85% agreed with the statement. "The kind of career I choose is more important than the money I earn."

"What really comes through in everything that the students tell us is that they are keenly aware of the budget deficit and the state of the economy," says Stuart Himmelfarb, CollegeTrack president. "I think they remain politically aware. A substantial number of them are voting."

He notes that a survey conducted during the 1988 presidential election year showed 77% of undergraduates were registered to vote and 83% of those registered said they voted in the election.

Mr. Himmelfarb said there has not been a notable shift toward political liberalism, however. Although the majority of students said they voted for Michael Dukakis for president in 1988, they were giving favorable ratings in 1989 to George Bush's performance.

When asked about the current status of the U.S. economy, most responded that it was "just OK"; 61% of undergraduates rated Japan as No. 1 in product quality. A majority—66%—also ranked Japan first in economic strength; second and third went to the U.S. and West Germany, respectively.

"Our study shows that students have been consistent in their opinions over the past two years in favoring the quality of products of the Japanese over the U.S.," says Mr. Himmelfarb. "An increasing number of students are ranking the strength of the Japanese economy over that of the U.S."

He says from March 1988 to March 1989 there was a 12 percentage point increase in the number of students that picked Japan as the leading producer of quality products and a 17 percentage point increase in those who considered Japan No. 1 in economic strength.

"We have seen an intensification of their feelings on these issues," says Mr. Himmelfarb. "The social activism of the '70s gave way to the materialism of the early '80s. Now the goals and ideas may be shifting toward a mixture of the two [attitudes]."

—Anita M. Busch

Students speak up

What is the most important issue facing the country?

Issue	% selecting as most important
1. Budget deficit	47%
2. Drugs	43
3. Quality of education	38
4. Homelessness	24
5. Crime	23
6. Trade deficit	21
7. Poverty	20
8. Unemployment	17
9. Race relations	12
10. Quality of health care	10
Inflation	10
12. High tax rates	9
Maintaining a strong defense	9
14. Ethics of government employees	8
15. Equal employment opportunity	4
16. Sex discrimination	3

Source: CollegeTrack

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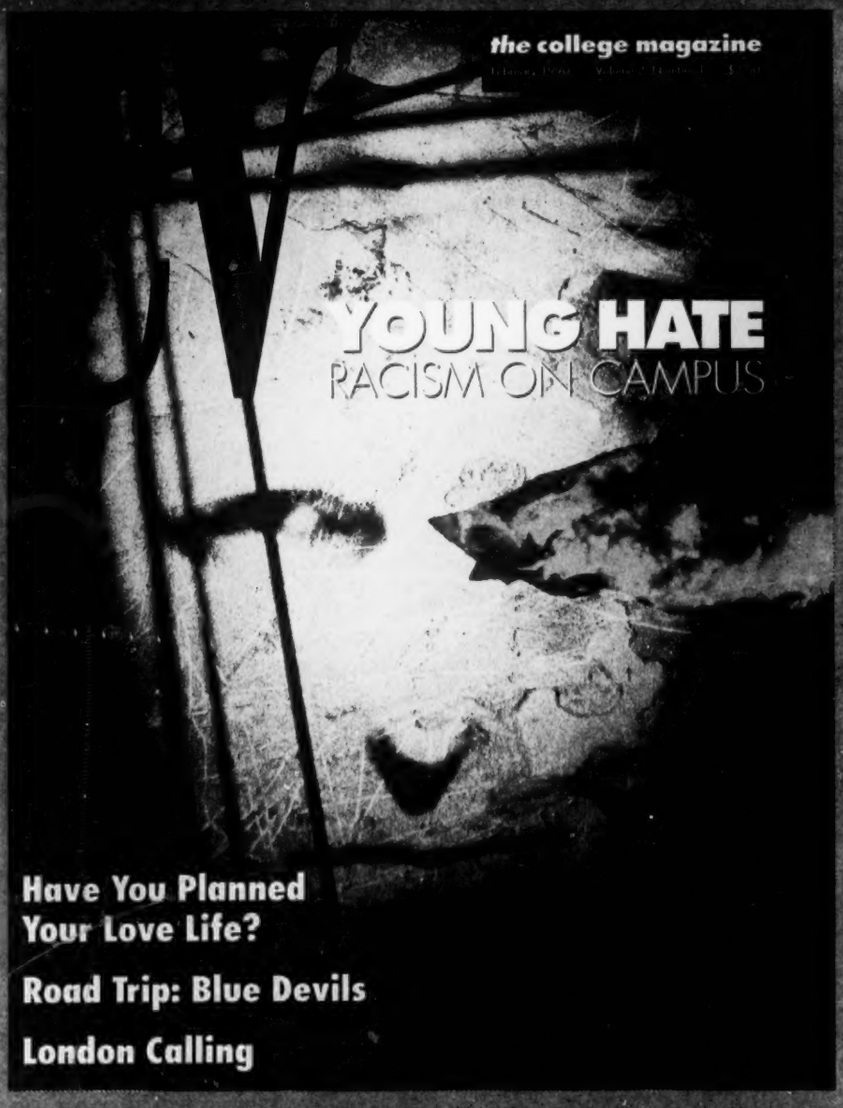

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Marketers adept at tapping the direct pipeline to students

Clever positioning, creative offerings put J. Crew, Citibank at head of marketing class

By Len Strazewski

A little bit of money can make a big impression on college students, according to results from the *Advertising Age* 1989 college survey.

J. Crew, which according to Strategic Marketing Communications was 62nd in college media advertising and promotion spending, nosed out Citibank—ranked 15th—as the most responded to direct-mail campaign.

A junior on the university scene, J. Crew began to target the college market less than two years ago after a test on a few Northeastern college campuses. Today, the catalogs have national distribution, focusing on the 500 largest colleges and community college campuses, says Robert Taglin, J. Crew marketing manager.

He says more than 1 million students received a J. Crew catalog in the last school year, but describes the audience as being about 2.2 million students.

"What really makes the catalogs work in the college market is the styles," Mr. Taglin says. "I'd like to say it's the sophistication of the marketing, but really it's the clothes that have become hot with college students."

"J. Crew apparel is one of the fastest-growing catalog lines in the college market," says Maxwell Sroge, a Chicago-based catalog marketing consultant.

"The clothing is positioned perfectly for the college market and the catalogs are filled with good, clean, naturalistic photography that shows off the products in fun outdoor settings," he says.

According to SMC, the company spent about $102,000 in college media advertising and promotions during the 1988-89 school year, excluding mailing costs.

Citibank, the nation's largest marketer of Visa and MasterCard, has been targeting college students since 1983 and has built a student credit-card base of 1.4 million, according to Elizabeth Means, director of the student program for Citibank's credit-card business.

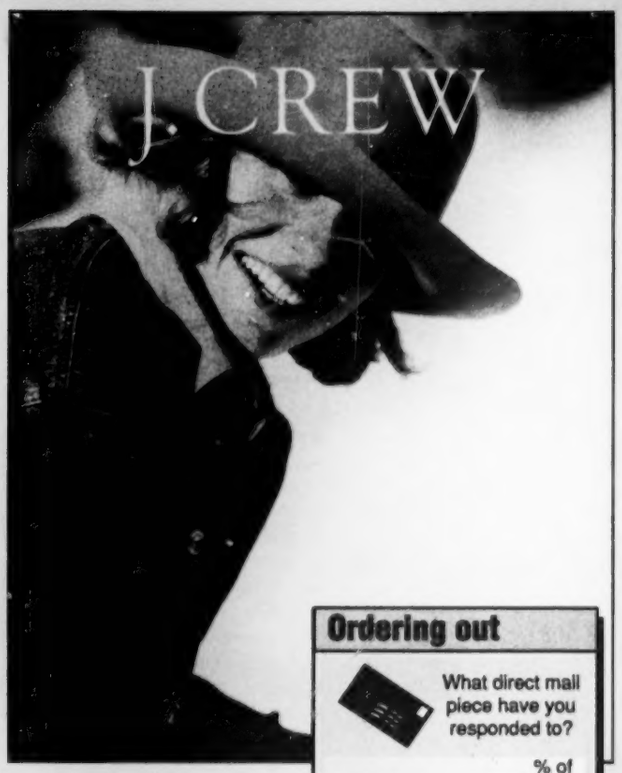
"College students have proven to be excellent, responsible credit-card customers," she says. "Default rates are actually better for college student accounts than for all other cardholders."

Interesting creative helps drive the Citibank campaign, says consultant Richard Harbert, a VP of Creative Guild and board member of the Caples direct-marketing creativity award. "Citibank is clearly among the most creative financial marketing companies around . . . and tactically they [succeed] in developing a message that connects directly to their audience."

Ad material offers students either Visa or MasterCard with no co-signers or parental approval required under the headline "Give yourself some credit . . . now accepting all students."

Ruvan Cohen, area director of cardmember acquisitions, estimates Citibank's total media spending—advertising, direct mail, promotional material—directed to the college market to be more than $5 million. According to SMC, Citibank spent about $484,000 on college media and promotion last year, not including direct-marketing expenses. □

Len Strazewski is a free-lance writer based in Chicago.



Ordering out

What direct mail piece have you responded to?

Mailing	% of responses
1. J. Crew	10.4%
2. Citibank Visa	10.0
3. American Express	7.1
4. L.L. Bean	6.3
5. Credit cards (non-specific)	5.6
6. Magazine subscriptions (non-specific)	4.8
7. Lands End	3.7
8. MasterCard	3.3
9. Catalogs (non-specific)	2.2
Publishers Clearing House	2.2

Source: Advertising Age

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Citibank promotional material offers students easy credit in expectation of their continued post-school use.

AT&T has students' number

Testimonials have desired effect, gain loyalty

By Jill L. Sherer

Discovering a link between AT&T Co. and John Houseman might not seem to be an easy assignment. But when AT&T asked college students to personify the company in 1988, they compared the communications giant to Mr. Houseman, who played the stoic, unapproachable law professor on "The Paper Chase."

"It's a great person to be perceived as, but we want to keep AT&T on more of a level that students could relate to," says David Pugliese, college market manager.

"Our [agency, Young & Rubicam,] told us we needed a more credible approach—like testimonials—something students could relate to. And we've done that by using real college students in our print ads."

According to *Advertising Age's* 1989 college survey, students approve of AT&T's approach, naming it the third-best print ad representing their age group. AT&T was the only service company to break into the top 10 in this category, trailing only Levi Strauss & Co.'s 501 jeans and Nike.

Letting students like Liz Corsini and Greg Riley express why AT&T is the right choice for them is paying off.

"I could really relate to the ads because they were talking to us as students and not 40-year-olds," says Cathy Tincher, a freshman at Catherine College in Chicago. "The ads show that AT&T cares about college students."

The company had been targeting the college market for about five years before it began this print campaign in 1988.

The campaign it replaced was unfocused and wasn't working well in the college market, says Mr. Pugliese.

The new campaign is "more credible, intelligent and believable at the college level. [The previous campaign] was a mixture of different campaigns and wasn't utilizing the student testimonials. We wanted something fresh and more focused," he says.

According to a Strategic Marketing Communications report on advertiser spending in the college market, AT&T is the third-largest advertiser, spending about $1.2 million in media and promotion during the 1988-89 school year.

AT&T wanted to create ads that would have a harder impact on students, so the company brought students into focus groups to help develop the campaign.

"They gave us input that we didn't really think of before," says Mr. Pugliese.

"They told us what kind of schools to go to, what kind of students to use, what kind of students not to use," he says. "They told us to avoid the extremes—no party animals and no bookworms—and to use people that they could relate to. Not too preppy. Not too clean-cut. Not too rich. Not too good looking."

Although AT&T marketing executives were thinking about changing the company's college ads, feedback from recent focus groups was strong enough for them to strengthen it rather than abandon it. Mr. Pugliese says AT&T will increase the campaign's frequency in college newspapers, wall media and selected college magazines this year.

"One thing that came through loud and clear [in the focus groups] is that students really like when a company develops a campaign that's especially for them," says Mr. Pugliese.

"They felt it showed AT&T acknowledges their importance [as customers]." □

Jill L. Sherer is a free-lance writer based in Chicago.

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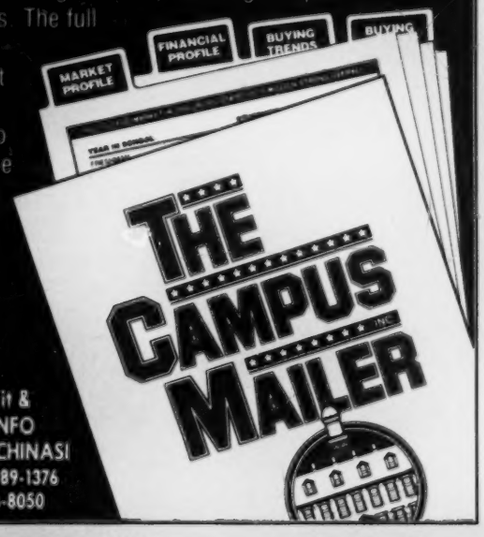

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NBC
Magna Cume Campus

'U.' emerges atop magazine ranking

But then 'favorite' reading list grows muddled

The best move *U. The National College Newspaper* made probably was to keep the word "campus" out of its title.

When asked to name their favorite college magazine, 18.2% of students chose *U.*, while other publications of the category seemed to suffer from a lack of "brand" identity.

U., with 1.4 million in circulation, dominates the college market in the number of advertising pages sold.

U.'s ad revenues from fall 1988 to fall 1989 increased 32.1% to $1.7 million, up from three to four issues during that time period; ad pages increased from 27 to 38 pages, according to the magazine. *U.* is published eight times a year.

Gerald Taylor, publisher of *U.*, says the newspaper does well with advertisers, "because of the credibility of the editorial product, the fail-safe distribution system and the quality, four-color reproduction offered at a fair price. We also have the national, broad reach that's required." Distributed in college newspapers, *U.* currently is available on 400 college campuses.

Of the 402 votes cast for a favorite college publication, Whittle Communications' *Campus Voice*, the now-defunct magazine that was folded into its wall media program a year ago, garnered 10.9% of the mentions. Most respondents appeared to confuse *CV, The College Magazine* with Campus Voice. Only two students specifically mentioned Campus Voice wallboard.

Several students who mentioned *CV* included in parentheses such names as "College View," "Campus Viewpoint" and "Campus Voice." *CV* ranked third with 9.2% of the vote.

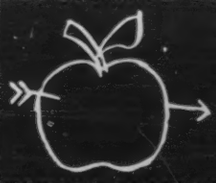
"On the advertising front, there's really no confusion [between Campus Voice and *CV*]. Where the confusion really lies is with the college students. Our editors have run across this in focus groups," according to John Glascott, VP-publisher for Whittle's college properties.

"This is fairly typical of the lack of innovation from the suppliers in this market," he says. "*U.* stands alone, but *CV* reeks of metooism. It's unfortunate."

Marian Salzman, *CV* editor in chief, says Mr. Glascott's accusations are unfounded. "There's no basis for that whatsoever. We named *CV* for 'Curriculum Vitae,' a Latin phrase that means 'resume.' Our format is nothing like the [former] *Campus Voice* format."

—Anita M. Busch

CTI Is Proud To Announce Its Expansion



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PARTING SHOT

Brand confusion

Is it Maxell or is it Memorex?

College students are no more confused than the general population when it comes to matching ad to brand.

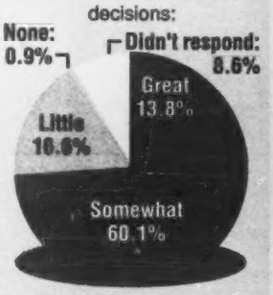
Several students chose the audio tape print campaign featuring the man sitting in the chair with his hair blowing back as their favorite print ad. The only problem for the marketer was that many misidentified the brand it advertised.

Other ads that were mentioned as favorites were the Purina and/or Friskies spot that compares a kitten to a race car and the Duracell/Eveready bunny campaign.

Pictured below are some of the campaigns. See if you score better than the average college student on this test.

The impact of advertising

Advertising had the following impact on my buying decisions:



Source: Advertising Age
Advertising Age Graph: Holly Seguine

How you live may save your life.

You may find it surprising that up to 60% of all cancers can be prevented. By avoiding excessive exposure to sunlight, by not smoking cigarettes, by not overeating and by following a diet high in fiber and low in fat.

The battle isn't over but we are winning.
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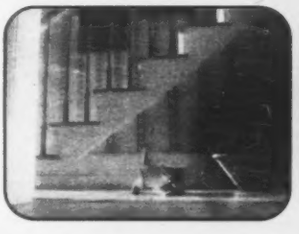
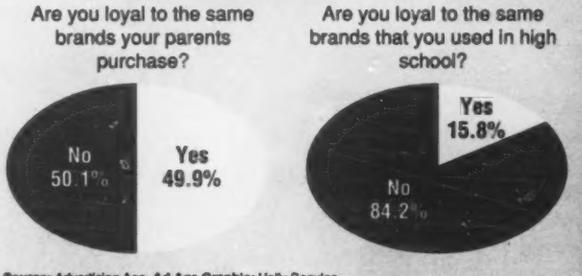
Counterclockwise from right: Maxell tapes, Friskies Kitten Chow, Eveready Energizer.



A question of loyalty


Are you loyal to the same brands your parents purchase?
No 50.1%
Yes 49.9%
Are you loyal to the same brands that you used in high school?
Yes 15.8%
No 84.2%

Source: Advertising Age Ad Age Graphic: Holly Seguine